

## Message Text

UNCLASSIFIED

PAGE 01 ANKARA 04356 090822Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W

-----000566 100645Z /11

R 090800Z JUN 78

FM AMEMBASSY ANKARA

TO SECSTATE WASHDC 2251

USDOC WASHDC

INFO AMCONSUL ISTANBUL

UNCLAS ANKARA 4356

E.O. 11652: NA

TAGS: BEXP, TU

SUBJ: FY 1980 PROMOTION EVENTS SCHEDULE

REF: (A) STATE 139080, (B) 77 STATE 192305, (C) ANKARA 6448

1. WHILE WE SEE NO SPECIAL PROBLEMS WITH PROMOTION EVENTS SCHEDULE FOR TURKEY PROPOSED REF A WE HAVE THE FOLLOWING OBSERVATIONS TO MAKE.

2. IN GENERAL WE RECOMMEND USDOC MAKE CLEAR TO PARTICIPANTS IN THESE EVENTS THAT, BECAUSE OF TURKEY'S PAYMENTS PROBLEMS (WHICH ARE LIKELY TO PERSIST AT LEAST UNTIL FY 1980), LIKELIHOOD OF DIRECT SALES IS NOT GOOD. PARTICIPANTS SHOULD RATHER APPROACH THESE EVENTS FROM POINT OF VIEW OF MARKET TESTING AND FAMILIARIZATION AS WELL AS OF ESTABLISHING CONTACTS FOR FUTURE EXPLOITATION.

3. USDOC SHOULD ALSO NOTE, WITH REGARD TO MACHINE TOOL AND METAL WORKING EQUIPMENT GROUP TRAVEL IN OCTOBER 1979, THAT FOOD PROCESSING AND PACKAGING EQUIPMENT TRADE MISSION IS TENTATIVELY SCHEDULED FOR IMMEDIATELY PRECEDING MONTH (REFS B AND C). WE ASSUME MACHINE TOOLS EVENT IS LESS THAN FULL SCALE MISSION AND THEREFORE BELIEVE WE COULD HANDLE TWO EVENTS IN SUCH UNCLASSIFIED

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A SHORT TIME PERIOD. HOWEVER, WOULD APPRECIATE USDOC SCHEDULING THESE EVENTS AS FAR APART AS POSSIBLE TO GIVE US ADEQUATE WORKING TIME.

4. WE SEE NO PROBLEMS WITH COMMUNICATIONS EQUIPMENT SEMINAR/MISSION IN APRIL 1980. IN FACT WE ARE PLEASED WITH SEMINAR/MISION FORMAT, ON BASIS OF OUR RECENT

EXPERIENCE WITH SIMILAR COMPUTER SYSTEMS EVENT, AND  
BELIEVE COMMUNICATION EQUIPMENT THEME PARTICULARLY  
APPROPRIATE TO SUCH A FORMAT IN TURKEY.

5. AMCONGEN ISTANBUL CONCURS.

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## Message Attributes

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**Review Markings:**  
Sheryl P. Walter  
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